

WORKSHOP 1
QUALITATIVE COMMUNICATION RESEARCH METHODOLOGY:
ISSUES, DEBATES, TRENDS

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The current workshop will present papers which employ qualitative research based on interpretative phenomenological analysis, grounded theory, content analysis, ethnography, netnography, case study design, interviews, document analysis, focus groups as well as issues of validity and reliability. Examples illustrated will be from different European countries and will be associated with the fields of communication, marketing and tourism.